Business Matters

Local Demographics Made Easy

Finding local demographics and economic statistics on the web and in the library will now be a much easier task. Why? The Business Matters website allows the user to go directly to the data.

Looking for specific local demographic information has long been a time-consuming, not to mention dreaded task for most people including the library business customer, market researcher and occasionally even for the professional reference librarian.

> Can you find the percent of households in **Altamonte Springs** with an income range of $75,000-$99,999?

Simply deciding on where to start and how to search the Census or other types of statistical databases seemed daunting.   But now, with the Library's **Business Matters** website, finding local demographics

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Small Business Seminars Succeed

Business Start-up Basics

and

Understanding and Writing Your Business Plan

Dozens of local entrepreneurs attended the free small business seminars offered in March, April and May 2005.

Seminar participants came ready to absorb, learn and realistically evaluate their abilities and readiness to start a new business.

- Were they prepared to work 50 to 75 hours per week?

- Were they aware of the business license requirements in Seminole County?

- Did they have start-up capital?

- How should they structure their business?

Energized and excited about their business concepts, various ones shared their creative ideas for their enterprises: landscaping, graphic design, recording studio, fashion design, professional counseling offices, ethnic restaurants, real estate, mortgage

Robert Goetz asks for a list of the top ten concerns entrepreneurs have when starting a new small business.

brokerage, home care for the elderly, martial arts, dog walking – pet sitting, home day care, translation

and economic statistics on the web and in the library will be a much easier task.

The **Business Matters** website allows the searcher to go directly to the data for various local cities, zip codes, county and more. The searcher will find data:

- For Altamonte Springs, Casselberry, Lake Mary, Longwood, Oviedo, Winter Springs and Sanford

- For Seminole County

- For Central Florida and the Orlando MSA

- For the State of Florida

- For your specific Zip Code.

Take a look at some examples of the types of questions that can be answered through the **Business Matters** webpage:

I want to open a kid's Gymboree® franchise. Which zip codes in Seminole County have the highest number of children ages 0-4?

I'm thinking of starting a New York style pizza place. Are there a lot of NY and NJ transplants in the Orlando MSA (Metropolitan Statistical Area)?

What percentage of households in Altamonte Springs has an income of $75,000 to 99,999?

Many of the local details and facts that are needed in business planning can be found quickly and easily by going to the Local Demographics and Economic Statistics category in the Business Matters website. Check it out by clicking on the link below.◘

Business Matters
…allows the business searcher to go directly to the data…

www.seminolecountyfl.gov/library/business/

Answers to above: Most *0-4 ages zip codes- 32765 & 32766; Top 5 states of origin for newcomers-NY, NJ, MA, CA, GA; Household Income $75,000 to $99,999 in Altamonte Springs - 11.9% 2004.*

Computer Database Delivers

The Computer Database delivers the latest articles from the leading business and technical publications in the computer, telecommunications and electronics industries.

Use this business database to find computer related product introductions, news and reviews in areas such as hardware, software, electronics, engineering, communications and the application of technology.

Here are some sample practical business solutions found in Computer Database:

- A workforce management solution for your call center operations.

- Current trends in wages, compensation and benefits for IT workers.

- Evaluations of spyware software.

- Information on Ipswitch's   WhatsUp® network monitoring software   for small businesses.

www.seminolecountyfl.gov/library/business
Click on Business Databases

Small Business Seminars Return!

Check out the very popular and *free* Small Business Seminars, Now offered for Fall:
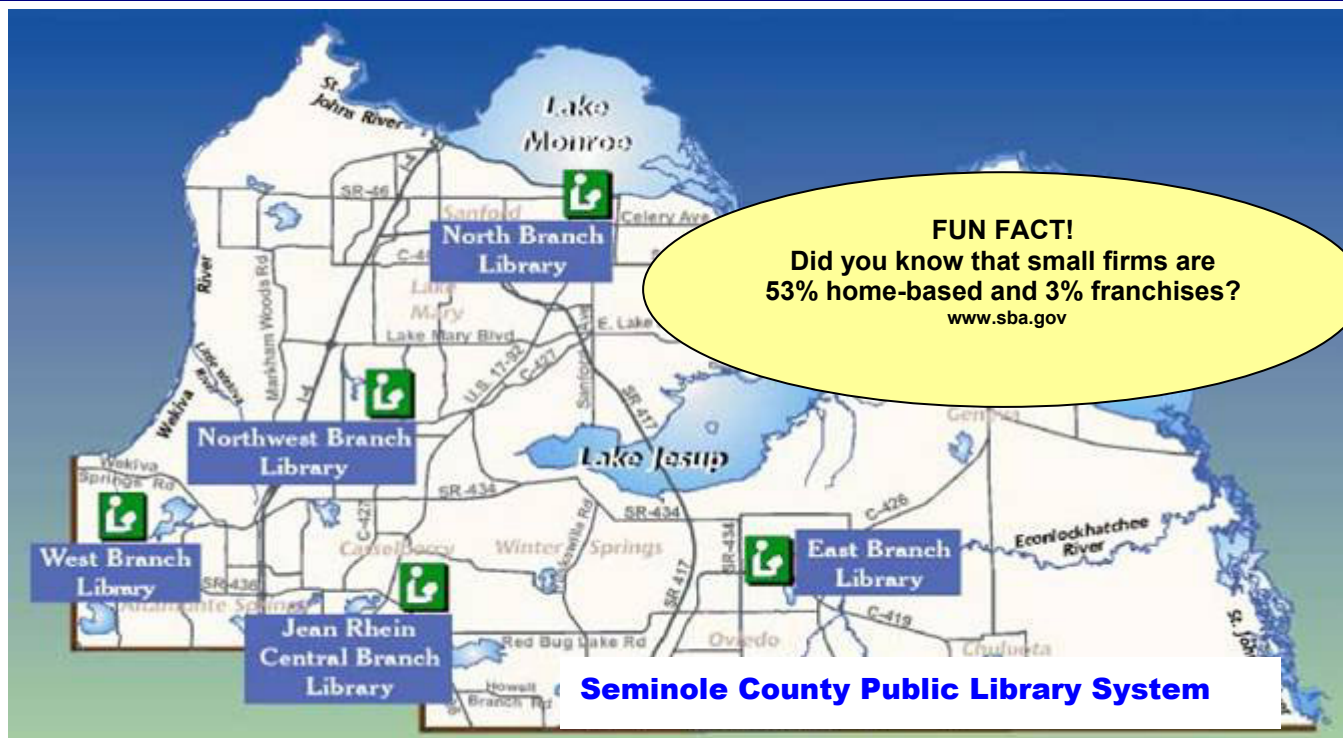
BUSINESS STARTUP BASICS
Learn how to start your own business in Seminole County

UNDERSTANDING & WRITING YOUR BUSINESS PLAN
Discover the importance of creating a blueprint for your business success.
Register online after July 15th.

See Calendar of Events on next page.

FUN FACT!
Did you know that small firms are
53% home-based and 3% franchises?
www.sba.gov

Seminole County Public Library System

Calendar of Events
Register online after July 15

August 9, 2005 Tuesday, 6:30-8:30 pm
Business Start-up Basics
Central Branch- Casselberry

August 23, 2005 Tuesday, 6:30-8:30 pm
Understanding & Writing Your Business Plan
Central Branch- Casselberry

September 15, 2005 Thursday, 6:30-8:30 pm
Business Start-up Basics
North Branch- Sanford

September 22, 2005 Thursday, 6:30-8:30 pm
Understanding & Writing Your Business Plan
North Branch- Sanford

October 11, 2005 Tuesday, 6:30-8:30 pm
Business Start-up Basics
West Branch – Longwood

October 27, 2005 Thursday 6:30-8:30 pm
Understanding & Writing Your Business Plan
West Branch- Longwood

For more information, contact: Ginny Howerton,
Business Services Program Manager, 407-665-1503,
Or email, vhowerton@seminolecountyfl.gov.

– interpretation services and many more.

Co-teaching the seminars were Ginny Howerton, Business Services Program Manager for Seminole County Public Library and Robert Goetz, Manager of the Seminole Community College/ Small Business Development Center. All total, one hundred and forty-five prospective business owners attended at least one of six sessions in the spring of 2005.◘

Seminole County Public Library System
Monday – Thursday, 9:00 am - 9:00 pm
Friday –Saturday, 9:00 am - 5:00 pm
Sunday, 1:00 - 5:00 pm
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